

EB 27 2006



Form PTO/SB/08A		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/857,257
		Filing Date	01 June 2001
		First Named Inventor	Eldering, Charles A.
		Group Art Unit	3622
		Examiner Name	Nguyen, Tri V.
Sheet	1	of	8
		Attorney Docket Number	T709-12

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↓	CA	2264392		MIHARA	01-1999	
↓	CA	2323166		BASCO	04-2001	
↓	EP	1220542		KAPLAN	07-2002	

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Exr Initials	Include Name of first Author (in CAPITAL LETTERS), title of the article (where appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), volume-issue number(s), page(s), date (in parentheses). If a book, also include publisher and city and/or county where published.		T ₁
TN	Product Literature, Imgis, "AdForce", Copyright 1998, 5 pgs.		
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↓	Marketing Literature, Broadvision, "The Power of Personalization", 3 pgs.		

Examiner Signature	/Tri Nguyen/ (05/10/2006)	Date Considered	
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↓	US5327508		Deaton; David W.	07-1994
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↓	WO	9712486		SLEZAK	04-1997	
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TN	Product Literature, DoubleClick, Inc., "DoubleClick Dart", Copyright 1996-8, 12 pgs.		
↓	Product Literature, Engage Technologies, "Engage. Discover", Copyright 1997, 13 pgs.		
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↓	WO	9827723		YUEN	06-1998	
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	WO	9966719		ZIGMOND,	12-1999	
	WO	0008802		MERRIMAN	02-2000	
	WO	0033233		ELDERING	06-2000	
	WO	0049801		YUEN	10-2001	

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TN	Product Data Sheet, Open Sesame, "Learn Sesame", 3 pgs.			
↓	Product Literature, Aptex Software, Inc., "SelectCast for Commerce Servers", 2 pgs.			
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	Number	Kind Code (if known)		
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↓	US5969715		Dougherty; Brian P.	10-1999
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↓	WO	0054504		GOLDMAN	09-2000	
	WO	0064166		GORDON	04-2002	
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↓	ARMSTRONG, Larry "Coupon Clippers Save Your Scissors", Business Week, Cover, Table of Contents, 4 pgs., (June 20, 1994)	
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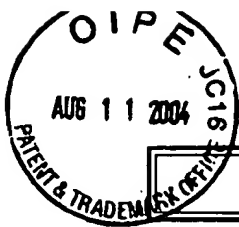
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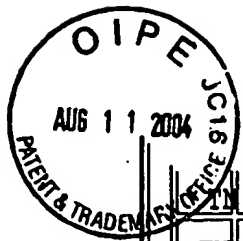


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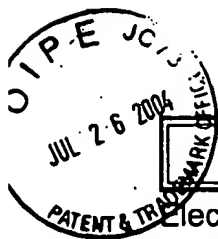
Title of Invention	Advertisement Auction System																																																																																														
<p>Application Number: 09/857257</p> <p>Confirmation Number: 3387</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T709-12</p> <p>Art Unit: 3622</p> <p>Examiner: James W Myhre</p> <p>Search string: (4546382 or 5319455 or 5410344 or 5446919 or 5532735 or 5636346 or 5774170 or 5781894 or 5835896 or 5855008 or 5905975 or 5915243 or 5948061 or 5991735 or 6006257 or 6009410 or 6023686 or 6026369 or 6055510 or 6058379 or 6161099 or 6253189 or 6338043 or 5758257 or 5758328 or 5515098 or 5233423 or 5374951 or 5635989 or 5758259 or 5786845 or 5805974 or 5977964 or 6002394 or 5550928 or 5774664 or 5818935 or 6088722 or 6160570 or 6177931 or 6286140 or 6457010 or 6684194).pn.</p> <p>US Patent Documents</p> <p>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td>TN</td><td>1</td><td>4546382</td><td>1985-10-01</td><td>MCKENNA</td><td></td><td></td><td></td></tr><tr><td></td><td>2</td><td>5319455</td><td>1994-06-01</td><td>HOARTY</td><td></td><td></td><td></td></tr><tr><td></td><td>3</td><td>5410344</td><td>1995-04-01</td><td>GRAVES</td><td></td><td></td><td></td></tr><tr><td></td><td>4</td><td>5446919</td><td>1995-08-01</td><td>WILKINS</td><td></td><td></td><td></td></tr><tr><td></td><td>5</td><td>5532735</td><td>1996-07-01</td><td>BLAHUT</td><td></td><td></td><td></td></tr><tr><td></td><td>6</td><td>5636346</td><td>1997-06-01</td><td>SAXE</td><td></td><td></td><td></td></tr><tr><td></td><td>7</td><td>5774170</td><td>1998-06-01</td><td>HITE</td><td></td><td></td><td></td></tr><tr><td></td><td>8</td><td>5781894</td><td>1998-07-01</td><td>PETRECCA</td><td></td><td></td><td></td></tr><tr><td></td><td>9</td><td>5835896</td><td>1998-11-01</td><td>FISHER</td><td></td><td></td><td></td></tr><tr><td></td><td>10</td><td>5855008</td><td>1998-12-01</td><td>GOLDHABER</td><td></td><td></td><td></td></tr></tbody></table>								init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass	TN	1	4546382	1985-10-01	MCKENNA					2	5319455	1994-06-01	HOARTY					3	5410344	1995-04-01	GRAVES					4	5446919	1995-08-01	WILKINS					5	5532735	1996-07-01	BLAHUT					6	5636346	1997-06-01	SAXE					7	5774170	1998-06-01	HITE					8	5781894	1998-07-01	PETRECCA					9	5835896	1998-11-01	FISHER					10	5855008	1998-12-01	GOLDHABER			
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	23	6338043	2002-01-01	MILLER
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	27	5233423	1993-08-03	JERNIGAN
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	29	5635989	1997-06-03	ROTHMULLER
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✓	43	6684194	2004-01-27	ELDERING

Signature

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